PROVINCE OF SASKATCHEWAN

09-10

SASKATCHEWAN
COMMUNICATIONS NETWORK

MINISTRY PLAN FOR 2009-10

Statement from the Minister

The people of Saskatchewan are proud of their heritage, their culture and their communities. Through its Education Broadcast Network, Saskatchewan Communications Network (SCN) reflects that pride to audiences throughout the province and across the country. SCN also supports the educational and informational needs of citizens by distributing televised distance education and providing rural and remote communities with access to high-speed Internet. Together these networks connect Saskatchewan communities to each other and to the rest of the world creating fresh opportunities for economic growth and development.

The Government's plan for Securing the Future is reflected in SCN's planning for 2009-10. In this Plan we identify how SCN contributes to Government's vision for a secure and prosperous Saskatchewan, leading the country in economic and population growth, while providing opportunity for a high quality of life for all.

SCN's Plan for 2009-10 presents several initiatives that will help Saskatchewan residents take advantage of opportunities presented by sustained economic growth and development. I will report on this Plan and my Mandate Letter commitments in SCN's annual report.

The Honourable Christine Tell
Minister Responsible for the Saskatchewan Communications Network

Mission Statement

SCN connects business, learners and communities, creates economic and cultural opportunities and communicates a future of possibilities through the operation of broadcast and satellite networks.

Response to Government Direction

Plans for 2009-10 align with Government's vision and goals and the key priorities for 2009-10, as presented in the Government Direction for 2009-10. The 2009-10 Plan communicates a high-level framework for the corporation's activities over the coming year and reflects the corporation's primary areas of focus. Together, all ministries and Crown corporations support Government's three goals, working towards a secure and prosperous Saskatchewan.

Strategies and Actions

Government Goal – Economic Growth

Sustain Economic Growth for the benefit of Saskatchewan people, ensuring the economy is ready for growth and positioning Saskatchewan to meet the challenges of economic and population growth and development.

Strategy	Key 2009-10 Actions
Invest in the success of Saskatchewan film, television and digital media sector	• Acquire and broadcast content from Saskatchewan producers relevant to Saskatchewan viewers that can be exported nationally and internationally. • Acquire and distribute digital media content associated with the products of the Saskatchewan film and television sector. • Encourage partnerships among organizations, institutions and industry associations to develop co-operation between the broadcast and digital media sector.
Operate a unique provincial broadcast network	• Purchase relevant national and international broadcast content for a Saskatchewan audience. • Identify and broadcast relevant content that celebrates Saskatchewan people and communities, encourages youth entrepreneurship, fosters innovative thinking and educates about opportunities in a growing economy. • Broadcast children's content that is non-violent and promotes literacy, numeracy and skills development. • Partner with organizations, institutions and industry associations to develop and finance production content focused on innovation.
Provide access to formal and informal education through a variety of media	• Distribute and provide technical support for televised distance education and Internet connectivity over satellite as required by the Ministries of Education and Advanced Education, Employment and Labour. • Enhance interactivity on the Televised Distance Education Network. • Support the education broadcast channel through efficient delivery of content. • Support new initiatives using emerging technologies, such as online games for children and streaming of broadcast content. • Provide technical support to the Ministry of Education during their pilot of an on-line delivery of curriculum support.
Increase engagement with stakeholders	• Consult with key stakeholders and create opportunities to meet SCN's plan and objectives. • Partner with First Nations and Métis people to acquire content that promotes the achievements and success of the First Nations and Métis people and also to establish connectivity solutions for their communities. • Engage SCN staff through participation in idea generation such as establishing a "green" committee to develop recommendations for SCN.

Government Goal – Security

Secure Saskatchewan as a safe place to live and raise a family where people are confident in their future, ensuring the people of Saskatchewan benefit from the growing economy.

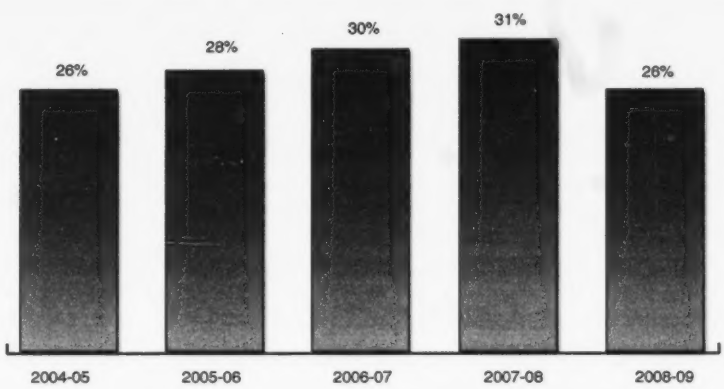
Strategy	Key 2009-10 Actions
Operate and maintain a reliable satellite infrastructure network providing equitable access to connectivity	• Upgrade the Televised Distance Education Network for interactive two-way communication and increase access to 700 classrooms across the province.

Government Goal – Promises

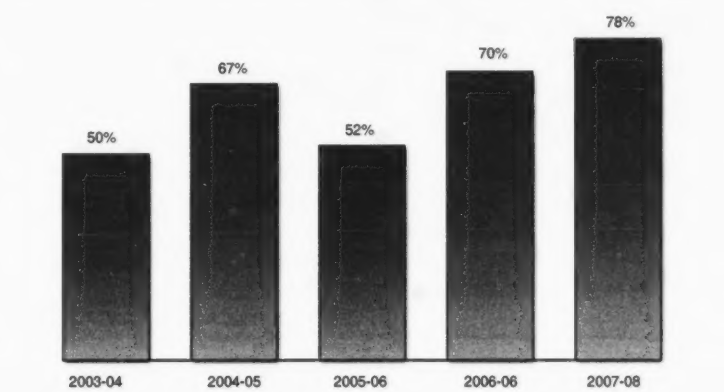
Keep Government's **Promises** and fulfill the commitments of the election, operating with integrity and transparency, accountable to the people of Saskatchewan.

Strategy	Key 2009-10 Actions
Operate SCN through effective individuals and focused execution	• Establish and implement a professional development plan to ensure human resource competencies continue to align within a changing environment. • Complete annual accountability assessments such as year-end audit and employee performance reviews.

Performance Measures

Measure	Baseline / Trend Line Information
Percentage of regional content broadcast as a total of all content broadcast on SCN	

Significance of the Measure
This measure monitors SCN's success in operating a unique provincial broadcast network. Through the broadcast of regional content viewers are able to celebrate Saskatchewan people and communities. Regional content also provides a forum for viewers to be educated about economic opportunities specific to Saskatchewan.

Percentage of regional content purchased as a total of annual programming budget	

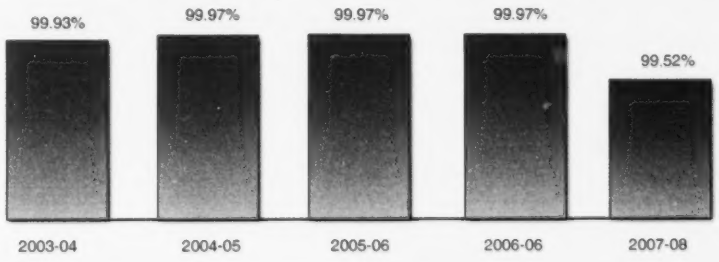
Significance of the Measure
This measure monitors SCN's investment in the success of the Saskatchewan film, television and digital media sector. This investment not only results in content relevant to Saskatchewan viewers but also supports economic growth through potential national and international export of the final product.

Measure	Baseline / Trend Line Information
Percentage of SCN viewers surveyed rating their satisfaction with SCN at seven or greater on a ten point scale	In order to collect more relevant data new questions were asked in the 2008-09 survey. The percentage shown here is the baseline to which future year data will be compared.

Significance of the Measure
This measure monitors stakeholder satisfaction related to the education broadcast channel. An increase in satisfaction levels should indicate that content on SCN is relevant to viewers.

Percentage of total Saskatchewan population who watched SCN in the week prior to the survey	In order to collect more relevant data new questions were asked in the 2008-09 survey. The percentage shown here is the baseline to which future year data will be compared.

Significance of the Measure
This measure demonstrates SCN's success in attracting audiences to content that is relevant to them, stimulates curiosity and fosters new ideas. Viewers are encouraged to take pride in Saskatchewan and are educated about opportunities available to them.

Service reliability of networks	

Significance of the Measure
This measure monitors the progress of SCN in operating and maintaining reliable satellite infrastructure networks. Saskatchewan residents rely on this infrastructure to receive distribution of K-12, post-secondary and workplace education as well as high-speed Internet connectivity in remote and rural communities. This infrastructure also supports the distribution of provincial television broadcast channels.

Financial Summary

Highlights of Appropriation and Expense 2009-10

2009-10 Estimates	(in thousands of dollars)
REVENUES	
Provincial Funding – Operations Appropriation	6,267
Data Transmission Over Satellite	1,274
Video Transmission Over Satellite	212
Donations, Program Sponsorship and Miscellaneous	120
Total Revenue	**7,873**
EXPENSES	
Education Broadcast Network	4,911
Televised Distance Education Network	1,591
Other Technical Networks	1,404
Total Expenitures	**7,909**
Less: Capital Asset Acquisitions	(2,522)
Plus: Capital Asset Amortization	2,489
Total Appropriation	**7,873**
FTE Staff Complement	36.00

For more information, see the Budget Estimates at:
http://www.finance.gov.sk.ca/budget/2009-10

For More Information

Please visit SCN's website at www.scn.ca or call (306) 787-0490 for more information on the corporation's programs and services.